

## **Custom Queries for Segmentation**

### **Abstract of the Disclosure**

Methods, systems, and data structure custom queries for segmentation. Queries are imported into a segmentation tool and modified. The queries are associated with data sources that are not mapped within the  
5 segmentation tool. Parts of the queries are manually supplied or imported into the segmentation tool and parts of the queries are automatically generated based table and key selections associated with a customer hierarchy. When the custom queries are executed the query results provide customer segmentations for desired marketing campaigns.

10